IN THE SPECIFICATION

Please amend the paragraph at page 32, lines 9-16, as follows:

As shown in Fig. 12, the advertisement managing device 1110 includes a bar code number allocator 1111 for allocating a bar code number to an advertisement request upon receipt of the advertisement request from an advertisement client terminal 100. A bar code number allocated by the bar code number allocator 1111 is stored in an advertisement managing database ~~12~~ 120 together with the advertisement request, and further, is transmitted to the customer managing device 1120.

Please amend the paragraph at page 32, line 17, to page 33, line 1, as follows:

As shown in Fig. 13, the customer managing device 1120 includes a bar code processor 1121 for performing the processing relating to the bar code. The customer managing device 1120 delivers the bar code number to the copying machine 1130 together with advertisement data upon receipt of the bar code number from the advertisement managing device 1110. The bar code processor 1121 gives the notification of a special discount to a charge managing device ~~16~~ 160 based on a read bar code number upon receipt of the read bar code number from the copying machine 1130.

Please amend the paragraph at page 34, line 14, to page 35, line 3, as follows:

As described above, the information advertising system in the second embodiment is configured such that the advertisement managing device 1110 allocates the bar code number to the advertisement request upon receipt of the advertisement request from the advertisement client terminal 100, and then, transmits the bar code number to the customer managing device 1120, the customer managing device 1120 delivers the bar code number to the copying

machine 1130 together with the advertisement data, the bar code processor 1121 gives the notification of a special discount to the charge managing device ~~16~~ 160 based on the read bar code number upon receipt of the read bar code number from the copying machine 1130. Consequently, the effect of the advertisement can be enhanced by the use of the bar code.

Please amend the paragraph at page 36, lines 11-22, as follows:

Specifically, as shown in Fig. 17, the advertisement managing device 1600 includes a user attribute storage ~~1601~~ 1602 for storing the user attributes therein and a user attribute manager 1601 for managing the user attributes stored in the user attribute storage 1602, and further, the user information storage 1602 stores therein the user information transmitted from each of the copying machines 1620. The user attribute manager 1601 compares the user attributes with the advertisement attributes of the advertisement client held therein, and then, notifies the user attributes to the terminal of the advertisement client having the matched attributes.

Please amend the paragraph at page 38, lines 16-25, as follows:

Furthermore, as shown in Fig. 21, the advertisement requested to be advertised may be displayed on the entire console panel when the copying machine starts a copying operation. The number of sheets being copied is displayed on a section of the printing number 2110 of sheets shown in Fig. 21. When a button of printing 2120 is operated to be instructed, the advertisement is printed. Moreover, when a button of tray selection 2130 is operated to be instructed, a sheet ~~ray~~ tray can be changed even during the printing operation.